



## M.A.P. Team Meeting

**Wednesday, January 31, 2007 9:00 AM**

Agency of Commerce & Community Development

6<sup>th</sup> Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

**Attendees:** Christine Werneke (CMO); Kate Westbrook (ACCD –CMO); Kathleen Horton (DOH); John Dumville (DHP); Marcia Lawrence (DLC); Lynn Bruce (DCF); Lilly Talbert (VCW); Kathy Satterfield (VDIC); John Hall (F&W); Doug Kievit-Kylar (DEC); Steve Maxfield (VOWP); Alex Aldrich (VT Art Council); Steve Cook (VDTM); Colleen Price (VDTM); Bill Noyes (DED); Diane Scolaro (VT Art Council); David Metraux (ACCD); Rochelle Skinner (VSP); Carla Vecchione (Office of VT Health Access); Hugh Bradshaw (VocRehab);

**Minutes** of December 6th: finalized

**Important meeting information:** The next meeting will be held on Wednesday, February 28th, 2007 at 9:00 AM at National Life Building, 6<sup>th</sup> Floor, Calvin Coolidge Conf. Room.

### **State Photography update**

Kate gave an update on the current status of the state photographer RFP progress and will be distributing it among MAP members by the end of next week (February 9<sup>th</sup>) for review and comments.

### **New Brand Standards and Guidelines Manual:**

Christine Werneke discussed the difference between the current graphic standards and the new brand guidelines. This new document should be treated as an extension of the existing graphic standards manual. It was developed to assist state organizations with the creation of a complimentary branded look and feel through visual representation and should be referred to as a best practice and recommendations guide.

When Version 1.1 is finalized it will be posted to the CMO website. An announcement will go out in the Marketing in the Know as soon as the document is posted.

Key points of the document include:

- Helps identify documents as state documents
- Creates a base foundation of visual identity
- It is structured to help organizations build their own look and feel
- When multiple state documents are placed together, the audience will be able to see a relationship between the documents – Materials will look like they come from the same ‘family’.
- The fonts are universally available and are specific to print, not WEB use.
- It was designed to guide print visual design, not for web or TV usage.
- It is a living document, not stagnant. Additions, such as a FAQ section, will be added in the future.

The document is divided in two main sections: standards and guidelines.

The standards section consists of:

- logo placement,
- usage regulations,
- how to partner with other logos,
- mandatory logo representation on all pieces and,
- suggested logo placement.

The guidelines are broken into three categories:

- Typography (Fonts)
- Color palette
- Visual language

This section of the document does not contain standards, therefore no part of it is mandatory. Each element can stand alone or be used in conjunction with other elements to create a unique visual campaign. Primarily this section of the document is a tool to help create consistency and flow between state organizations when visually represented.

### **Typography overview:**

The fonts: Franklin Gothic and Palatino were chosen based on universal availability. Both fonts are standard to most Microsoft products from 2003 and up as well as most Macintosh software's. If your machine does not carry either font please contact Kate Westbrook at [marketing@state.vt.us](mailto:marketing@state.vt.us) for a copy.

Alex raised a question about ADA compliancy and how those visual standards are being handled. Currently the state does not have print standards available for ADA accessibility.

This document does not address ADA font standards; however a future supplement may be created to address ADA needs.

Alex suggested creating a universal set of guidelines incorporating ADA standards at the beginning of the process instead of having to create two separate documents.

### **Color Palette overview:**

The colors were chosen based on past marketing materials and the color of the state we live in; they are tied to the messages we want to convey. There is no wrong way to use these guidelines. This section was created to allow users flexibility to create a unique organizational look and feel while remaining tied to the rest of state government through a complimentary palette.

The colors are broken into three categories: primary, secondary and accent. Refer to the brand manual for further information.

True color swatch cards will be distributed for color matching by the beginning of March.

Brand manual workshops will be scheduled in both Montpelier and Waterbury sometime in March to further explain how to use this manual.

Moving forward, the CMO's office is in process of developing templates for brochures and fact sheets.

### **VT Arts Council Palettes Project Overview:**

Alex and Diane shared an overview of the Palettes of Vermont project. This was a tremendously successful project that included numerous partnership, community organization, and positive public relations activities. One of the notable elements that contributed to the success of the project was the accessibility of it to the public. The project was not out of reach financially for people, communities, or organizations to participate. It also removed any 'intimidation' barriers that some people may have had toward art. Limited guidance was given on *how* to participate allowing for maximum creativity and growth of the idea. The Arts Council also capitalized on the storytelling element of this project to promote and publicize it.

### **Highlights:**

The arts council developed four main goals for the project:

- Demystification of the arts community,
- Community development (getting people to work together and create common bonds,)
- Economic impact (working with artists) and,
- Increase visibility.

They would give out palettes and let each organization or person do what they wanted without restriction.

They would promote the project on a local level.

To manage the project they hired a part time manager and a marketer.

To start the project they sent out 12 wood palettes to local artists and showcased them at the launch.

In all they had 7,100 wooden palettes made and 30,000 paper palettes. They distributed the palettes to schools, to over 100 towns, and to their sponsors (Casella, NRG and Chittenden Bank).

They created toolkits to guide communities in how to participate in the project.

The Arts Council's website was used as an information hub and host for the ever expanding participants list.

Within the first three months 60 articles had been written and two towns (St Albans and Bristol) competed for the "largest" palette (both 12' x 16').

One of the themes of the project was 53 flavors – tease your palette and was featured at the Spot Light Gallery.

Palette Palozza was a huge success, the council invited every participant to the state house to showcase their palette. Approximately 3,000 people showed up and 1,000 palettes.

After Palette Palozza the project moved from a state level to a community level.

In the fall the palette team started to gather data. Surveys were sent out asking what people thought and how far had they traveled to partake in a palette event.

In addition to the positive outcomes, a small amount of frustration occurred. Specifically:

- They started on a small scale and quickly became overwhelmed.
- Some people did not know how to participate without directions; people were looking for guidance (toolbox was created)
- They received limited negative feedback which can be expected when a project is so large:
  - Some people/communities felt left out
  - They were criticized for commercializing art and "dumbing" it down.

## **Open Discussion:**

State Parks has named a new Director of State Parks. Craig Whipple will begin as State Parks director in February.

Women's History month is coming up in March.